



Wisconsin 5 A Day Coalition

Thursday July 28, 2005

11:00 am-1:00 pm

Meeting Minutes

Coalition Members Present: Heather Harvey, Bev Hall, Jodi Klement, Tony Zech, Mary Pesik, Sandy Poehlman, Laura Graney, & Amy Meinen.

1. **Introductions & Updates:** During introductions, Amy asked coalition members to share what they have been doing this year in terms of promoting fruits and vegetables. The coalition members reported working on several projects including working with local farmers' markets, the WI Nutrition Education Network Step-N-Up Campaign, Veggin' Out cooking demonstrations, and feature articles on fruits and vegetables via newsletters and brochures.

Action Item(s): N/A

2. **5 A Day Updates:** Amy gave a brief update on each of the following:

- a. **Wisconsin Got Dirt? Initiative:** With over 2,000 Got Dirt? Garden Toolkits distributed since March and over 8,300 downloads of the toolkit from the WI Nutrition and Physical Activity website, Amy discussed the success of the current gardening initiative. Seven hands-on trainings were held around the state this past spring with over 350 childcare providers, teachers, and community leaders in attendance. Several of the gardening experts that worked on the toolkit and trainings are now working with Amy on a Wisconsin Partnership Fund planning grant application to further expand the Got Dirt Initiative. The grant monies will be used to increase the number of trainings, as well as pilot hoop houses (allow for fruits and vegetables to grow 11 months out of the year) on school grounds.

Action Item(s): If interested in assisting with the grant application to increase fruit and vegetable consumption via gardening, contact Amy.

- b. **5 A Day Ordering System:** In an effort to distribute free 5 A Day materials throughout Wisconsin, the 5 A Day Ordering System was put in place this past March. So far, there have been over 180 orders placed for brochures, posters, etc. However, due to the overwhelming response and the fact that as of August 1, 2005 the National 5 A Day Program has transferred from the National Cancer Institute to the Centers for Disease Control (CDC), free publications may not be available for statewide distribution in the future. A few coalition members commented on the system; fruit and vegetable recipe cards seem to be the most useful.

Action Items(s): Amy plans to talk with WI fruit and vegetable grower associations about distributing their brochures (i.e. Wisconsin Cranberry Association's brochure that contains tips/recipes on using fruits and vegetables).

- c. **Implications of Dietary Guidelines/MyPyramid:** Amy discussed the new recommendations for fruits and vegetables, including the following points:

-New recommendations: 2 1/2 to 6 1/2 cups/day; translates to 5-13 servings of fruits and vegetables (2,000 kcal/day diet= 4 1/2 cups of fruits and vegetables)

-Recommended daily amounts of fruits and vegetables are now primarily based on recommended total kcal/day

-More emphasis placed on fruits and vegetables than any other food group

-USDA is working on updating all its programs with these new recommendations (i.e. WIC, Team Nutrition, etc.).

A few coalition members commented on how several materials have not been revised yet to reflect the new recommendations, there is not much to offer. Tony mentioned that the WIC Nutrition Education Cards will be updated soon. ?

Action Item(s): Construction of a website that will include updated information on these new guidelines.

- d. **5 A Day Logo Update:** Due to the new food guidance system (MyPyramid) and the release of the dietary guidelines, Amy discussed the following items:

-5 A Day State Coordinators are currently convening to revise the 5 A Day logo and tag line; new image due out March 2006

-New logo will not contain numbers or suggestions for amounts (i.e. 5 to 9 servings)

-**Recommended Message:** "Make fruits and vegetables half your plate at every meal"

Action Item(s): N/A

- d. **Exciting News:**

-The Wisconsin Department of Public Instruction has been notified that Wisconsin has been identified as a **possible** expansion state for the Fruit and Vegetable Program. The program was originally piloted in Indiana, Iowa, Michigan, Ohio, and with the Zuni tribe and provided fresh and dried fruits and fresh vegetables free to children in elementary and secondary schools within these pilot sites. The expansion program is currently in the congressional budget, which has not passed through both legislatures.

Action Item(s): N/A

- e. **Coalition Workgroup Updates:** Mary gave a brief update on the coalition's Consumer Education/Awareness workgroup, which has met twice since the last full coalition meeting. The group has been working on the following:

-Creating a 5 A Day website that would contain sample fruit and vegetable press releases and recipes.

-Developing ready made materials for use

Action Item(s):

-Amy to assist with reconvening Business and Industry and School workgroup meetings this fall to finalizing objectives and action steps for 2006.

-Amy to create quarterly 5 A Day newsletter that will circulate amongst coalition membership; members will be able to send in updates to share.

3. **5 A Day National Action Plan:** Amy briefly discussed the newly released 5 A Day National Action Plan, including using it as guidance for the coalition's activities. The Produce for Better Health Foundation has developed this plan in

conjunction with input from a variety of food, nutrition, marketing, communications, and policy leaders.

-Main Goal: Put into action at the national, state, and local levels a set of policy, marketing, business, public health, and communication strategies that can close the gap between actual and recommended fruit and vegetable consumption.

-Main Objectives:

1. Increase the accessibility and desirability of fruits and vegetables, by making them tasty, attractive, convenient, affordable, plentiful, and easily available at all eating and snacking occasions.
2. Offer practical strategies to help increase individuals' ability to obtain and prepare meals and snacks rich in fruit and vegetables.
3. Change Americans' attitudes and habits so that they include fruits and vegetables at every eating occasion.

Action Item(s): Coalition members should review action plan for guidance for future coalition activities.

4. **National 5 A Day Month:** September is National 5 A Day Month and this year's theme is Energize & Mobilize: Eat Fruits, Vegetables, and Be Active! The purpose of National 5 A Day Month is to encourage businesses, government agencies, communities, and families to create environments where eating fruits and vegetables and being physically active are easier to do and more socially supported. The rest of the meeting was spent brainstorming things the coalition could do for 5 A Day Month. Materials developed to promote 5 A Day Month will be promoted for use throughout the coming year. Based on infusing multiple spheres of influence, the following strategies were suggested:

-Workplace:

- Creating canned emails that could be distributed by businesses during September
- Creating a 5 A Day Month template table tent that could be downloaded and printed; used in a workplace cafeteria

-Schools:

- Create press releases or sample newsletters that schools could use in their monthly newsletters sent to parents
- Information tidbits on how to get the recommended amount of fruits and vegetables daily; tidbits to be used on school websites or school lunch/breakfast menus
- Provide schools with access to materials from the Color Way Campaign and downloadable lesson plans on fruits and vegetables

-Community:

- Utilize libraries by creating fruit and vegetable-themed book lists; create an accompanying fruit and vegetable bookmark
- Create a 5 A Day Month template for table tents; distribute at local restaurants or community organizations
- Canned press releases to be distributed to 5 A Day coalition members, local nutrition and physical activity coalitions, WIC projects, Wisconsin Nutrition and Physical

Activity Workgroup (WINPAW) members, and dietetic schools and internship programs

- Fruit and vegetable tidbits to be distributed to fruit and vegetable retailers/grocers; to be used over PSA system during peak shopping hours

Amy also mentioned that she has put together National 5 A Day Month Kits which include promotional materials, etc. for the 48+ local nutrition and physical activity coalitions in the state. They will be distributed in mid-August.

Action Item(s):

1. Create/format downloadable table tent (Amy/Mary/Dietetic Intern)
2. Create School Menu Tidbits (Bev)
3. Find fruit and vegetable booklist to send to libraries (Heather)
4. Create/format downloadable fruit and vegetable bookmark (Laura)
5. Create a 5 A Day Website (Amy/Dietetic Intern)
6. Review/test 5 A Day Website (Laura/Jodi)
7. Write canned emails for worksites (Amy/Dietetic Intern)
8. Write canned PSA announcements for grocers (Amy)
9. Talk with Wisconsin Grocers Association about purchasing Color Way Wheels to display at stores (Amy)
10. Distribute canned press releases to coalitions, WIC Projects, and other networks/organizations. (Amy)

5. **Future Meetings:** The next Wisconsin 5 A Day Coalition meeting will be scheduled for early November.

Action Item(s): Amy to circulate possible meeting dates for a November meeting by 8/19/05.